THE NEXT
Whole Earth
Catalog

COEVOLUTION
Quarterly

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(415) 332 1716

Rand McNally & Co, Inc.
attn: Ed Prigge,
US 60 Bypass,
Versailles, KY 40383.

8/21/81.

Dear Ed,
Here is a dummy for our insert. What worries me about it is that the perf lines go through a lot of ink, which some people say gives problems. Perhaps you could check this out with your people and let me know. The other thing to note about it is that it is ½" narrower than the book, so the thumb edge would need to be trimmed prior to binding and the page would have to be jogged well into the spine. If you could also check this it would be great. I need to know fairly soon so that I can have it redesigned if necessary. If no redesign is necessary, I should be able to get film to you at the end of nexxt week. The paper should be as we discussed yesterday, i.e. about 60#, light blue offset. If it's ok with your your binding line it would be alright with us to use a lighter weight.
I got your message about the flaps for the belly band being a maximum of 6". Thanks. I told Marylea O'Reilly at Random House and suggested that if she had any further questions on technical specs for the band that she ask you.
To confirm what I said yesterday about the schedule:

9/1/81	film for 9 forms to arrive with you.
9/9/81	" " 8 " " " " " (this is a day later than I said but I forgot to allow for Labor Day).
9/14/81	film for last 2 forms to arrive.

With any luck this can be improved a little. I will be coming out to Versailles for the press run and so it will not be necessary to send the last forms back here for final approval which will save us a couple of days when we most need it.
The last thing on my mind right now is the Econowrap. Hammond have so far not been able to find the 3,500 that they were supposed to be storing for us. So we may need to make some more. I'll be letting you know more when I know more.

I think that's it for now. Please let me know if you have any questions about what we're doing.

Jonathan Evelegh

Jonathan Evelegh.